

Skincare in Australia

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Abstracts

Skincare in Australia

SUMMARY

Skincare in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The skincare market consists of the retail sale of facial care, body care, hand care, depilatories, and make-up remover products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2019 exchange rates.

The Australian skincare market had total revenues of \$1,232.1m in 2019, representing a compound annual growth rate (CAGR) of 3.7% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2% between 2015 and 2019, to reach a total of 126 million units in 2019.

Increasing purchasing power in the country created demand for premium skincare products.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the skincare market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the skincare market in Australia

Leading company profiles reveal details of key skincare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia skincare market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Australia skincare market by value in 2019?

What will be the size of the Australia skincare market in 2024?

What factors are affecting the strength of competition in the Australia skincare market?

How has the market performed over the last five years?

Who are the top competitors in Australia's skincare market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Australian skincare market??
- 7.3. Which companies have been most successful in increasing their market shares in the last five years?
- 7.4. Which companies' market shares have suffered in the last five years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the Australia skincare market over the last five years?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Natura & Co
- 8.3. The Procter & Gamble Co

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Australia skincare market value: \$ million, 2015-19
- Table 2: Australia skincare market volume: million units, 2015-19
- Table 3: Australia skincare market category segmentation: \$ million, 2019
- Table 4: Australia skincare market geography segmentation: \$ million, 2019
- Table 5: Australia skincare market distribution: % share, by value, 2019
- Table 6: Australia skincare market value forecast: \$ million, 2019-24
- Table 7: Australia skincare market volume forecast: million units, 2019-24
- Table 8: Australia skincare market share: % share, by value, 2019
- Table 9: L'Oreal SA: key facts
- Table 10: L'Oreal SA: Annual Financial Ratios
- Table 11: L'Oreal SA: Key Employees
- Table 12: L'Oreal SA: Key Employees Continued
- Table 13: Natura & Co: key facts
- Table 14: Natura & Co: Annual Financial Ratios
- Table 15: Natura & Co: Annual Financial Ratios (Continued)
- Table 16: Natura & Co: Key Employees
- Table 17: The Procter & Gamble Co: key facts
- Table 18: The Procter & Gamble Co: Annual Financial Ratios
- Table 19: The Procter & Gamble Co: Key Employees
- Table 20: The Procter & Gamble Co: Key Employees Continued
- Table 21: Australia size of population (million), 2015-19
- Table 22: Australia gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Australia gdp (current prices, \$ billion), 2015-19
- Table 24: Australia inflation, 2015-19
- Table 25: Australia consumer price index (absolute), 2015-19
- Table 26: Australia exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Australia skincare market value: \$ million, 2015-19

Figure 2: Australia skincare market volume: million units, 2015-19

Figure 3: Australia skincare market category segmentation: % share, by value, 2019

Figure 4: Australia skincare market geography segmentation: % share, by value, 2019

Figure 5: Australia skincare market distribution: % share, by value, 2019

Figure 6: Australia skincare market value forecast: \$ million, 2019-24

Figure 7: Australia skincare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the skincare market in Australia, 2019

Figure 9: Drivers of buyer power in the skincare market in Australia, 2019

Figure 10: Drivers of supplier power in the skincare market in Australia, 2019

Figure 11: Factors influencing the likelihood of new entrants in the skincare market in Australia, 2019

Figure 12: Factors influencing the threat of substitutes in the skincare market in Australia, 2019

Figure 13: Drivers of degree of rivalry in the skincare market in Australia, 2019

Figure 14: Australia skincare market share: % share, by value, 2019

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